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**A METHOD FOR MAXIMIZING SCALP HEALTH AND INDUCING
ENHANCED VISUAL AND TACTILE HAIR QUALITY**

ABSTRACT

5 A hair care formulation is disclosed that enhances visual and/or tactile qualities
of the hair. Embodiments of the formulation include a pyridoxine hydrochloride
(vitamin B₆), a glycyrrhizinic acid, a pantothenic acid, a pyrrolidone, an antimicrobial
agent, zinc, and an antioxidant. The formulation may be included in separate hair care
products, such as a shampoo, conditioner and scalp serum. In a particular embodiment,
10 the formulation is included in a daily shampoo, a deep cleansing shampoo, a daily
conditioner, a deep conditioner, and a scalp serum. In some of these examples, each of
the hair care products contain at least 10 vitamins, minerals, and herbs, such as swertia
extract, ginseng extract, saw palmetto extract, pyridoxine hydrochloride (vitamin B₆),
zinc pyrrolidone carboxylic acid, superoxide dismutase, dipotassium glycyrrhizate,
15 green tea extract, and tea tree oil.